

# FUTURE FRIDAY



## The Power of Storytelling: Podcasts for Governance and Global Affairs



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# Outline

- The assignment
- Execution
- Reflection
- Podcast example

# The assignment

- Program: Master of Public Administration
  - Track: International & European Governance
- Course: Global Challenges and Public Policy
- Assignment: Policy Podcast Proposal
- Purpose
  - Substitute for traditional group assignment
  - E.g. presentation, group paper, group syllabus
- We had to ‘demonstrate the ability to use the theoretical tools provided in the module by’
  - a) analysing a concrete policy problem
  - b) formulating policy proposals drawing on the theories discussed in the module.

# The assignment

- Carry out research
  - Collect data
  - Analyse causes
  - Formulate a policy proposal
- How?
  - Draw from Lectures
  - Seminar discussions
  - Course literature
  - Audience: General, Informed
- Deliverables
  - Audio podcast - 10 minutes
  - Script with references

# Execution

Basis of the assignment: analyse the problem and propose solutions

How to present the facts?

Podcast Style: conversation vs. presentation

Challenge: How to 'guide' a listener's attention without visuals?

Our approach:

- Scripted presentation, presented as a 'popular podcast'
- Segments, jingles, sponsor deal, *music*
- Systematic presentation of facts, lists

# Reflection

- Who is your audience really?
- What is the interaction between content and structure?
- Grading reflected these ideas
- Other than being fun, these could be reasons to assign a podcast assignment

# Podcast examples

Q: Donald Trump has announced that the United States would withdraw from the Paris Climate Accords signed in 2015. How would you try to convince the Trump administration to opt in again in the agreement?

Sarris, S., Berkhuizen, N. (2017). Foreign and Domestic Public Policy: Why the United States Should Opt-in the Paris Accord. Leiden University. Available at <https://soundcloud.com/alexandre-afonso-16/policy-podcast-why-the-united-states-should-re-join-the-paris-climate-accord?in=alexandre-afonso-16/sets/policy-podcasts-global>

0:00-0:51

# Podcast examples

Q: Many migrants from Syria and other countries still seek to cross the Mediterranean at great personal risk. Even if the numbers have decreased recently, the death rate of these crossings has increased. What should European countries do to address this issue?

Van der Donck, H., Van der Steeg, L. (2017). The Policy Pitch: How to reduce the number of migrant deaths in the Mediterranean Sea? Leiden University. Available at <https://soundcloud.com/alexandre-afonso-16/the-policy-pitch-how-to-reduce-the-number-of-migrant-deaths-in-the-mediterranean-sea>

5:44-6:47



**Thank you!**

Questions?